

ABSTRACT OF THE DISCLOSURE

A method and apparatus for, interactively with a broadcast program that is being performed, enabling access to supplementary materials related to the program from a broadcast signal that is
5 a combination of a programming signal and a supplementary materials signal. The broadcast output signal is received at a location of an audience. The programming signal of the received output signal is performed for the audience, with reproduction equipment. A signal related to the supplementary material signal
10 is extracted from the received broadcast signal. Access to the supplementary material corresponding to the supplementary material signal is enabled in response to an interactive control signal actuated by a member of the audience tuned to the programming signal being performed, and based on the extracted
15 signal.